

# **REQUEST FOR PROPOSALS**

## **Updates to Alameda County's Countywide Transportation Plan and Development of a New Transportation Expenditure Plan**

**RFP A10-015**

**Issued by:**

**Alameda County Transportation Improvement Authority  
And  
Alameda County Congestion Management Agency**

**July 1, 2010**

**RESPONSES DUE:**

**3:00 PM (PST) August 19, 2010**

**at the**

**Alameda County Congestion Management Agency  
1333 Broadway, Suite 220  
Oakland, CA 94612**

**The UDBE Contract goal for this contract is 3.43 percent.**

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### KEY RFP DATES\*

Issue Date	July 1, 2010
Deadline for Submitting Questions	July 13, 2010
Mandatory Pre-Submittal Meeting	July 15, 2010 at 10:00 AM
Proposal Submission Deadline	August 19, 2010 at 3:00 PM

\*See Section II for more information on proposal selection and process dates

**REQUEST FOR PROPOSALS**  
**Updates to Alameda County's**  
**Countywide Transportation Plan and**  
**Development of a New Transportation Expenditure Plan**  
**(RFP A10-015)**

**INTRODUCTION**

In November 2000, the Alameda County Board of Supervisors placed a new "Measure B" on the ballot and the voters approved the measure with 81.5% support. The 2000 Measure B authorized the extension of the collection and expenditure of a one-half of one percent sales tax over the next 20 years to address major transportation needs and congestion in Alameda County. The Alameda County Transportation Improvement Authority (ACTIA) was instituted to manage the new Measure B funds, as detailed in Alameda County's 20-Year Transportation Expenditure Plan dated July 2000. ACTIA is responsible for the management of the 2000 Transportation Expenditure Plan. Management activities include contract oversight, policy direction, financing, investment management, and coordinating projects with regional transit and transportation agencies and other Project Sponsors, as required.

The Alameda County Congestion Management Agency (ACCMA) was created in 1991 by a joint powers agreement between Alameda County and all its cities. ACCMA's goals, duties and composition enable local governments to better address the complex problem of traffic congestion. The Agency is responsible for planning, programming, and coordinating Federal, State, and Regional funds for transportation projects within Alameda County.

On June 24, 2010, the ACTIA and ACCMA gave final approval to a Joint Powers Agreement (JPA) which creates a new countywide transportation agency which will assume the responsibilities of both ACTIA and ACCMA: the Alameda County Transportation Commission ("Alameda CTC"). Although Alameda CTC will approve and execute the consultant contracts derived from this RFP, the decision making process for the RFP will involve staff of the two existing agencies while the merger transition is underway.

ACTIA and ACCMA are seeking proposals from qualified consulting firms to assist with the updating of Alameda County's Countywide Transportation Plan and development of a new Transportation Expenditure Plan.

***I. INSTRUCTIONS TO CONSULTANTS***

***A. Pre-Submittal Meeting***

A mandatory pre-submittal meeting will be held on **July 15, 2010 at 10:00 AM** at the ACTIA offices located at 1333 Broadway, Suite 300, Oakland, CA 94612. All prospective consultants are strongly encouraged to attend.

## **B. Examination of Proposal Documents**

By submitting a proposal, the consultant represents that it has thoroughly examined and become familiar with the work required under this RFP, and that it is capable of performing the work identified in **Attachment A, Scope of Services**.

## **C. Addenda/Clarifications**

Explanations or clarifications desired by respondents regarding the meaning or interpretation of the RFP may be requested verbally at the mandatory pre-submittal meeting or in advance of the meeting in writing. All inquiries pertaining to this RFP should be emailed to Liz Brazil, Contract Administrator, at the following email address: [lbrazil@accma.ca.gov](mailto:lbrazil@accma.ca.gov) no later than 5:00 p.m., July 13, 2010. Response to all questions submitted by the July 13, 2010, deadline that may have a material impact on the proposal will be provided to all attendees of the mandatory pre-submittal meeting discussed above, and will also be posted on the ACCMA and ACTIA websites: [www.accma.ca.gov](http://www.accma.ca.gov) and [www.actia2022.com](http://www.actia2022.com), respectively. The subject line for questions submitted in writing should include reference to: *Questions - ACCMA RFP No. A10-015*.

## **D. Submission of Proposals**

All proposal submittals shall be transmitted with a cover letter. *The person authorized by the firm/team to negotiate a contract with ACTIA/ACCMA shall sign the cover letter and the letter shall include the name, title, address, email address and the telephone number of the individual to whom correspondence and other contacts should be directed during the consultant selection process. Address the cover letter as follows:*

Liz Brazil, Contracts Administrator  
Alameda County Congestion Management Agency  
1333 Broadway, Suite 220  
Oakland CA 94612

The consultant shall submit ten (12) hard copies and one (1) electronic CD copy in pdf format of its statement of qualifications in a sealed envelope, addressed as noted above, bearing the consultant's name and address, and clearly marked as follows:

**“Proposal Submittal –ACCMA RFP No. A10-015 Updates to Alameda County’s Countywide Transportation Plan and Development of a New Transportation Expenditure Plan”**

## **E. Withdrawal of Proposal Submittal**

A Consultant may withdraw its proposal at any time before the expiration of the time for submission of proposal submittals as provided in this RFP by delivering

to the Contracts Administrator a written request for withdrawal signed by, or on behalf of, the Consultant.

**F. Rights of ACTIA/ACCMA**

This RFP does not commit ACTIA/ACCMA to enter into a contract, nor does it obligate ACTIA/ACCMA to pay for any costs incurred in preparation and submission of the proposal or in anticipation of a contract.

ACTIA/ACCMA may investigate the qualifications of any Consultant under consideration, require confirmation of information furnished by the Consultant, and require additional evidence or qualifications to perform the Services described in this RFP.

ACTIA/ACCMA reserves the right to:

1. Reject any or all proposal submittals
2. Issue one or more subsequent RFQs and/or RFPs
3. Postpone opening for its own convenience
4. Remedy technical errors in the RFP process
5. Approve or disapprove the use of particular subconsultants
6. Negotiate with any, all, or none of the Consultants responding to this RFP
7. Award a contract to one or more Consultants
8. Waive informalities and irregularities in any proposal

**G. Contract Type**

Consultants shall be prepared to accept the terms and conditions of a standard form contract included as **Attachment B** (Sample Professional Services Contract) hereto. Note that the Sample Professional Services Contract is subject to modification to account for the creation of Alameda CTC, which will be the contracting party. If a Consultant desires to take exception to the Agreement, the Consultant shall provide the following information as a section of the Proposal identified as "Exceptions to the Agreement":

1. Consultant shall clearly identify each proposed change to the Agreement, including all relevant Exhibits and Attachments.
2. Consultant shall furnish the reasons therefore as well as specific recommendations for alternative language.

The above factors will be taken into account during contract negotiations. Substantial exceptions to the Agreement may be determined by the Commission, at its sole discretion, to be unacceptable and the Commission will proceed with negotiations with the next highest ranked firm. See Section IV Award.

**H. Budget**

ACTIA and ACCMA are seeking cost competitive proposals. The funding available for the scopes of services as described in this RFP shall not exceed \$1,500,000.

## **II. PROPOSAL SELECTION AND PROCESS DATES**

<b>Activity</b>	<b>Deadline</b>
<b>Issue Date</b>	Thursday, July 1, 2010
<b>Deadline for Submitting Questions:</b> All questions pertaining to this RFP should be emailed to Liz Brazil <b>no later than 5:00 p.m. Tuesday, July 13, 2010</b> at the following email address: <a href="mailto:lbrazil@accma.ca.gov">lbrazil@accma.ca.gov</a> with subject reference to: <i>Questions - ACCMA RFP No. A10-015</i>	Tuesday, July 13, 2010
<b>Mandatory Pre-submittal meeting</b> at ACTIA office, 1333 Broadway, Suite 300 Oakland 94612 at 10:00 a.m.	Thursday, July 15, 2010
<b>Deadline for Proposal Submittal: Proposals are due no later than 3:00 p.m. on Thursday, August 19, 2010</b> at the offices of the Alameda County Congestion Management Agency at 1333 Broadway, Suite 220, Oakland, CA 94612. No late submittals will be accepted.	Thursday, August 19, 2010 at 3 p.m.
<b>Proposal Review:</b> ACTIA/ACCMA review proposals and develop short list for firms.	Thursday, September 9, 2010
<b>Interviews, if necessary</b>	Week of September 13, 2010
<b>Final Evaluation and Determination of Top-ranked Firm</b>	Week of September 20, 2010
<b>Approval of Top Ranked Firm and Authorization to Enter into Contract</b>	Alameda CTC: Thursday, September 23, 2010
<b>Contract Commencement</b>	October 1, 2010

## **III. EVALUATION AND QUALIFICATION**

A Consultant Selection Panel, which may be made up of staff from ACCMA, ACTIA and other outside agencies, will review the proposals submitted. They will then establish a short list of pre-qualified firms based on pre-established review criteria, as defined below, and request an interview, if necessary.

The product of the selection process will be to award a contract with the top ranked firm, as recommended by the Consultant Selection Panel. The following criteria and point system will be used to evaluate the proposals:

1. Demonstrated understating of the project objectives and work requirements: Project approach, work plan, understanding of ACTIA and ACCMA Countywide Transportation and Expenditure Plans and experience with similar projects related to updating countywide transportation and expenditure plans. (30 points).
2. Management Approach and Staffing Plan: Qualifications of project staff, particularly key personnel, especially the project manager, key personnel's

level of involvement in performing related work. (30 points).

3. Qualifications of the Firm: Technical experience in performing work related to countywide transportation and expenditure plans updates; experience working with public agencies; record of completing work on schedule; strength and stability of the firm; technical experience and strength and stability of proposed subconsultants; and assessments by client references. (30 points).
4. Schedule and capacity to provide qualified personnel. (5 points)
5. Cost Effectiveness: Overall cost for services related specifically to the Scope of Services (5 points)

#### **IV. AWARD**

The Consultant Selection Panel will review, evaluate and rank the proposals based on the criteria listed in Section III. ACTIA and ACCMA will enter into negotiations with the highest ranked firm approved by the Alameda CTC. If negotiations with this firm are ultimately unsuccessful, or if the firm declines the work offered, then negotiations will proceed with the second highest ranked firm from the proposal list, and so forth until a firm is selected.

#### **V. NON-DISCRIMINATION**

Consultants shall not unlawfully discriminate, harass or allow harassment, against any employee or applicant for employment because of sex, sexual orientation, race, religious creed, color, national origin, ancestry, denial of family and medical care leave, medical condition (cancer/ genetic characteristics) physical handicap, disability (mental or physical) including HIV and AIDS, denial of pregnancy disability leave or reasonable accommodation, marital status, age (40 and above), in the performance of ACCMA or ACTIA contracts. Consultants and any subcontractors shall ensure that the evaluation and treatment of their employees and applicants for employment are free from such discrimination and harassment.

Consultants shall include the non-discrimination and compliance provisions of the above clause in all subcontracts to perform work under this contract.

#### **VI. LEVINE ACT**

Consultants will be required to disclose on the record any contribution of more than \$250 which they have made to an ACCMA, ACTIA Board Member or Alameda CTC member within the twelve-month period preceding the submittal deadline of this RFP, and within the twelve-month period preceding any subsequent procurement based on this RFP. This applies to your company, any member of your team, any agents for you or other team members and to the major shareholders of any closed corporation, which is part of your team. If you have made a contribution

which needs to be disclosed you must provide written notice of the date, amount and receipt of the contribution(s) to ACCMA Executive Director, Dennis Fay and/or ACTIA Executive Director, Christine Monsen. This information will need to be provided before the Alameda CTC can approve any contract.

## ***VII. DISADVANTAGED BUSINESS ENTERPRISE (DBE) PROGRAM***

ACCMA has adopted a Disadvantaged Business Enterprise (DBE) Participation Program, in compliance with the DBE regulations issued by the Department of Transportation (49 Code of Federal Regulations Part 26), which applies to this Request of Proposals.

The consultant and subconsultant shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The consultant shall carry out applicable requirements of 49 CFR part 26 in the award and administration of DOT-assisted contracts. Failure by the consultant to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as the recipient deems appropriate.

The UDBE Contract goal for this contract is **3.43 percent**. The winning proposer shall take necessary and reasonable steps to ensure that DBEs have opportunity to participate in the contract (49 CFR 26).

To ensure there is equal participation of the DBE groups specified in 49 CFR 26.5, ACCMA specifies a goal for Underutilized Disadvantaged Business Enterprises (UDBEs). UDBE is a firm that meets the definition of DBE and is a member of one of the following groups:

1. Black Americans
2. Native Americans
3. Asian-Pacific Americans
4. Women

References to DBEs include UDBEs, but references to UDBEs do not include all DBEs.

Proposer shall make work available to UDBEs and select work parts consistent with available UDBE subconsultants and suppliers.

Proposer shall meet the UDBE goal shown in the Request for Proposal to Proposers or demonstrate that you made adequate good faith efforts to meet this goal.

It is your responsibility to verify that the UDBE firm is certified as DBE at date of bid opening. For a list of DBEs certified by the California Unified Certification Program, go to:

[http://www.dot.ca.gov/hq/bep/find\\_certified.htm](http://www.dot.ca.gov/hq/bep/find_certified.htm)

Only UDBE participation will count towards the UDBE goal. DBE participation will count towards the Agency's Annual Anticipated DBE Participation Level and



the California statewide goal.

Credit for materials or supplies you purchase from UDBEs counts towards the goal in the following manner:

1. 100 percent counts if the materials or supplies are obtained from a UDBE manufacturer.
2. 60 percent counts if the materials or supplies are obtained from a UDBE regular dealer.
3. Only fees, commissions, and charges for assistance in the procurement and delivery of materials or supplies count if obtained from a UDBE that is neither a manufacturer nor regular dealer. 49 CFR 26.55 defines "manufacturer" and "regular dealer."

You receive credit towards the goal if you employ a UDBE trucking company that performs a commercially useful function as defined in 49 CFR 26.55.

#### **UDBE INFORMATION FORM**

The proposer shall submit the "UDBE Information Form" contained in Appendix C as part their proposal submittal. If you do not submit the UDBE Information Form with your proposal, the Agency will find your bid nonresponsive.

#### **Good Faith Efforts Submittal**

If you have not met the UDBE goal, the proposer must provide - Good Faith Efforts Documentation with the proposal. Good faith efforts documentation must include the following information and supporting documents, as necessary:

1. Items of work you have made available to UDBE firms. Identify those items of work you might otherwise perform with its own forces and those items that have been broken down into economically feasible units to facilitate UDBE participation. For each item listed, show the dollar value and percentage of the total contract. It is your responsibility to demonstrate that sufficient work to meet the goal was made available to UDBE firms.
2. Names of certified UDBEs and dates on which they were solicited to bid on the project. Include the items of work offered. Describe the methods used for following up initial solicitations to determine with certainty if the UDBEs were interested, and the dates of the follow-up. Attach supporting documents such as copies of letters, memos, facsimiles sent, telephone logs, telephone billing statements, and other evidence of solicitation. You are reminded to solicit certified UDBEs through all reasonable and available means and provide sufficient time to allow UDBEs to respond.
3. Name of selected firm and its status as a UDBE for each item of work made available. Include name, address, and telephone number of each UDBE that provided a quote and their price quote. If the firm selected for the item is not a UDBE, provide the reasons for the selection.
4. Name and date of each publication in which you requested UDBE participation for the project. Attach copies of the published advertisements.

5. Names of agencies and dates on which they were contacted to provide assistance in contacting, recruiting, and using UDBE firms. If the agencies were contacted in writing, provide copies of supporting documents.
6. List of efforts made to provide interested UDBEs with adequate information about the plans, specifications, and requirements of the contract to assist them in responding to a solicitation. If you have provided information, identify the name of the UDBE assisted, the nature of the information provided, and date of contact. Provide copies of supporting documents, as appropriate.
7. List of efforts made to assist interested UDBEs in obtaining bonding, lines of credit, insurance, necessary equipment, supplies, and materials, excluding supplies and equipment that the UDBE subconsultant purchases or leases from the prime consultant or its affiliate. If such assistance is provided by you, identify the name of the UDBE assisted, nature of the assistance offered, and date. Provide copies of supporting documents, as appropriate.
8. Any additional data to support demonstration of good faith efforts.

#### **VIII. INDEMNIFICATION AND INSURANCE REQUIREMENTS**

Insurance requirements for this project are set forth in **Attachment B**, Sample Professional Services Contract. Note that the Sample Professional Services Contract is subject to modification to account for the creation of Alameda CTC, which will be the contracting party.

#### **IX. REQUIRED SCOPE OF SERVICES, DELIVERABLES and STAFFING**

This solicitation is intended to provide ACTIA and ACCMA with a full range of services required to update the Alameda Countywide Transportation and Transportation Expenditure Plans. To the highest degree possible, the consultant will tightly coordinate the updates of the Countywide Transportation Plan and Transportation Expenditure Plan as described in the Scope of Services attached hereto as **Attachment A** and hereby incorporated herein.

##### **1. Proposal Format and Content**

Proposals shall be printed, bound, and be: 1) as brief as possible, and 2) not include any irrelevant promotional material. Please submit ten (12) hard copies and one (1) electronic CD copy in pdf format of your RFP.

##### **2. Proposal Content**

It is expected that proposals submitted to ACTIA/ACCMA will be of professional caliber in content and appearance. All descriptions and information should be clear and concise and provide sufficient information to minimize questions and assumptions. ACTIA/ACCMA accepts no financial responsibility for any costs incurred in the preparation of proposals. Upon receipt at the ACCMA's office, all proposals submitted in

response to this RFP will become the property of ACTIA/ACCMA.

The following sections of the proposal should not exceed a total of 35 total typewritten pages in length (8-1/2"x11"). The minimum font size shall be 12 points. The cover, cover/transmittal letter, detailed resumes, tabs and appendices (Attachment C – Required Forms) are not counted toward the 35-page limit. Elaborate brochures, unnecessary promotional materials or other presentation material not related to this Scope of Services should not be included. The proposal content and format of the proposal should demonstrate the professionalism, creativity and cost consciousness of the team.

❖ **COVER LETTER**

Summarize the makeup of the team, key approaches and any other information pertinent to the RFP and:

- Include an original signature of an officer authorized to bind your firm contractually;
- State that the proposal is firm for a 90-day period from the proposal submission deadline;
- Provide the name, title, address, e-mail address and telephone number of the individual to whom correspondence and other contacts should be directed during the selection process;
- Provide the name, title, address, e-mail address and telephone number of the individual who will negotiate with ACTIA and ACCMA and who can contractually bind your firm; and
- Detail any proposed co-venture arrangements such as revenue/profit sharing or subcontractor participation.

❖ **TITLE PAGE**

The title page should indicate the RFP subject, name of the proposer's firm, including sub-consultants, local address, name, e-mail address, telephone number of contact person and the date.

❖ **TABLE OF CONTENTS**

❖ **SECTION A: Response to Scope of Services**

1. **Work Plan** - This section of the proposal shall establish that the proposer understands the project objectives and work requirements and shall describe the proposer's ability to satisfy those objectives and requirements. Succinctly

describe the proposed approach for addressing the required work, outlining the activities that would be undertaken in completing the various tasks and specifying who would perform them. Include a timetable for completing all work. The proposer also may suggest technical or procedural innovations that have been used successfully on other projects and which may facilitate the performance of the services and which may not be specifically called out in this RFP. Additional items included that are not specifically requested in the RFP must be described clearly as “additional or optional tasks.” Provide a detailed explanation of the approach for completing the work and addressing the tasks identified above.

- 2. Expertise and Approach** - This section should include a description of your team’s proposed approach to your assignment at ACTIA/ACCMA, reflecting your understanding of ACTIA/ACCMA’s needs, and detailing the expertise of the team, including all subcontractors, in specific areas of interest to ACTIA/ACCMA. Describe how your team’s expertise will be practically applied to fulfill the Scope of Services, including how the team will implement the contract, if awarded. This section may include key areas of consideration and the rationale for implementing the contract as proposed. Identify how the team’s expertise and approach will add value to ACTIA/ACCMA’s work. The key approach must include, at minimum, a one page summary detailing the overall comprehensive approach for managing and implementing the full scope of services.
- 3. Management Plan** - The proposal should describe your approach to client communications and coordination. Describe methods of planning, scheduling, delivery of tasks, coordination meeting strategies and how the team will provide updated and accurate information to ACTIA/ACCMA for the duration of the contract. Describe how management of the team members and subconsultants will be handled as well as managing budgetary controls and avoiding exceeding resources allocated for specific tasks.

❖ **SECTION B: Proposed Staffing Plan and Availability**

Designate the Principal-in-Charge and the Project Manager who will serve as ACTIA/ACCMA’s key contacts throughout the duration of the contract. The proposal should identify all key team members, describe their specific roles/responsibilities for this contract, and indicate the percentage of the total contract hours that each member will spend on the contract and any other assurances as to their ability to provide the requested services in a responsive and timely manner. For firms with multiple offices, proposals must clarify which resources are available directly out of the local office. For all key team members, the proposal should include a brief resume describing similar contracts on which they have been involved and their role on that contract, their availability over the duration of this contract, and a description of the benefits the person brings to the team. Full resumes may be included in an appendix. Any substitution of key staff after submittal of the proposal or during the contract will require prior written

approval from ACTIA/ACCMA.

All work performed by Underutilized Disadvantaged Business Enterprise (UDBE) firms should be clearly identified and the percentage of their involvement noted. The Consultant must meet the UDBE goal of 3.43 percent. ACTIA and ACCMA will monitor compliance during the contract.

Describe the qualifications and expertise of your proposed consultant team, including all subcontractors, in providing services for clients comparable to ACTIA/ACCMA. Include a brief description of each firm's size as well as the local organizational structure. List principals and partners and specify the location of the office that will serve ACTIA/ACCMA's needs. Include a discussion of each team member's capacity and resources. Provide reference contact information. Additionally, this section shall include a listing of any lawsuit or litigation and the result of that action resulting from (a) any services provided by the Proposer or by its subcontractors where litigation is still pending or has occurred within the last five years or (b) any type of project where claims or settlements were paid by the consultant or its insurers within the last five years.

#### ❖ **SECTION C: Budget**

Provide a full description and time breakdown for each task contained in the Scope of Services, detailing your firm's ability to understand and provide services in an effective manner. An estimate of hours by task for all team members should be provided. Total estimated hours should be provided for each task and for each team member.

- A description of billing procedures.
- Proposer shall submit the following:
  - The overall price and budget, showing the level of effort and cost breakdown by tasks identified in the scope.
  - Provide cost breakdown by sub-contractors, if any, and indicate the Local Business Contract Equity goal attainability, based on current certification at time of proposal submission.

Consultant also may include additional recommended tasks, if desired, which should be clearly identified as optional tasks and should be included as separate line items in the proposed budget.

The top-ranked proposer will be required to participate in negotiations, which may result in revisions to their proposals. The cost and method of compensation will be negotiated with the top-ranked proposer.

## ❖ **SECTION D: Performance Measures**

Provide a list of proposed performance measures that could be used during the course of the contract, if selected, to evaluate deliverables and services performed. If selected, these will be negotiated with staff during contract negotiations and final performance measures will be incorporated into a Professional Services Contract.

## ❖ **SECTION E: Appendices**

### ○ **Debarment, Suspension, Ineligibility**

On all federal aid contracts and all related subcontracts of \$25,000 or more, the consultant and subconsultants must certify they are in compliance with this provision. This includes subconsultants, material suppliers and vendors.

Each participant in the contract must certify “that it is not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal agency and they have not been convicted or had civil judgment rendered within the past 3 years for certain types of offenses” See Attachment C – Required Forms. A publication titled, “A Listing of Parties Excluded from Federal Procurement and Non-procurement Programs” is available electronically via the internet at <http://epls.arnet.gov>

### ○ **Lobbying Certification**

On all federal-aid construction contracts and to all related subcontracts of \$100,000 or more, federal funds may not be used to provide financial gain to a member of congress or a federal agency. Awarding a federal-aid contract to a constituent would be an example of financial gain. This applies to contractors as well as subcontractors. A certification that the contractor has not and will not use federal funds to make any payments for lobbying must be included in the contract proposal (Attachment C – Required Forms).

Payments of nonfederal funds to any lobbyist must be disclosed on Standard Form LLL “Disclosure of Lobbying Activities” (see Exhibit 12-E, Attachment G), and if there are disclosures, included in the contract proposal.

### ○ **Pre/Post Award Audit**

A pre/post-award audit is required for consultant contracts with state or federal-aid highway funds in the contract. The Consultant shall be aware that if a pre-award audit is to be performed, full cooperation with the

Caltrans auditors is to be expected. The pre-award audit recommendations from Caltrans shall be incorporated in the contract.

If Caltrans approve post-award audit, the CONSULTANT shall agree to the following contract language below:

CONSULTANT acknowledges that this AGREEMENT and the cost proposal is subject to a post award audit by Caltrans. After CMA receives any post award audit recommendations from Caltrans, the cost proposal and/or the total compensation figure above shall be adjusted by CMA to conform to the audit recommendations. CONSULTANT acknowledges and agrees that individual cost items identified in the audit report may be incorporated into this AGREEMENT at Caltrans' sole discretion. Refusal by CONSULTANT to incorporate interim audit or post award recommendations will be considered a breach of the AGREEMENT and cause for termination of the AGREEMENT.

After any post award audit recommendations are received, the Cost Proposal shall be adjusted by the ACCMA to conform to the audit recommendations.

○ **Conflict of Interest**

Provide a list of any potential conflicts of interest in working for ACTIA/ACCMA. This section must include, but is not limited to, a list of your firm's clients who are cities in Alameda County, Alameda County or transit or transportation agencies operating in Alameda County, and a brief description of work for these clients. Please identify any other clients that would pose a potential conflict of interest as well as a brief description of work you provide to these clients. This list must include all potential conflicts of interest within the year prior to the release date of this RFP as well as current and future commitments to other projects.

○ **Assurances and Miscellaneous**

Provide a list of contracts terminated prior to completion (partially or completely) by clients for convenience or default within the past three years. Include contract value, description of work, reason for termination, contract number, name and telephone number of contracting agency.

Provide a list of current and future commitments to other projects in sufficient detail to confirm ability to commit to ACTIA/ACCMA's needs.

Provide a list of current clients.

○ **Exceptions to the Professional Services Contract**

Provide any concerns regarding the standard compensation, insurance and

indemnity sections in the Sample Professional Services Contract (included in Attachment B). Note that the Sample Professional Services Contract is subject to modification to account for the creation of Alameda CTC, which will be the contracting party.

***X. ADDITIONAL INFORMATION***

For additional information, the following materials are available:

- Alameda Countywide Transportation Plan  
<http://www.accma.ca.gov/pages/HomeCountywideTransPlan.aspx>
- Alameda County Congestion Management Plan  
<http://www.accma.ca.gov/pages/HomeCongestionMgmt.aspx>
- Alameda Countywide Bicycle Plan (2006)  
<http://www.accma.ca.gov/pages/HomeBicyclePlan.aspx>
- Alameda Countywide Strategic Pedestrian Plan (2006)  
[http://www.actia2022.com/ped-toolkit/Full\\_Ped\\_Plan.pdf](http://www.actia2022.com/ped-toolkit/Full_Ped_Plan.pdf)
- Alameda County Transportation Expenditure Plan and Strategic Plans  
[http://www.actia2022.com/app\\_pages/view/31](http://www.actia2022.com/app_pages/view/31)



***ATTACHMENT A***  
***Scope of Services***

## **I. Background**

### ***Purpose of the Countywide Transportation Plan and the Transportation Expenditure Plan***

The purpose of the Countywide Transportation Plan (CWTP) is to provide a framework for future transportation investments in Alameda County and also to serve as a document to advocate for changes to transportation policy, legislation and funding. The CWTP will:

- Document existing and future transportation conditions;
- Provide a strategy to guide transportation improvements given changes in the regulatory and financial environment; and
- Identify projects and programs for implementation over the next 25 years.

Consistency with Senate Bill 375 and determining Alameda County's role in reducing Greenhouse Gas (GHG) emissions will be a key consideration in the development of the CWTP update. The CWTP will serve as Alameda County's input to the Metropolitan Transportation Commission (MTC) in their development of the Regional Transportation Plan (RTP).

The Transportation Expenditure Plan (TEP) will be an outgrowth of the CWTP, and will serve as a funding mechanism for a portion of the projects and programs identified in the CWTP. Completion of the final CWTP is scheduled for the summer of 2012 to facilitate placing the final TEP on the ballot in November 2012. See Exhibit 1 for preliminary schedule.

A Steering Committee of elected officials, a Technical Advisory Working Group (TAWG) and a Community Advisory Working Group (CAWG) will include representatives from the following organizations:

- 15 local jurisdictions (14 cities and Alameda County);
- 7 transit operators (AC Transit, Altamont Commuter Express, BART, Livermore Amador Valley Transit Authority, Union City Transit, Capitol Corridor/Amtrak and Water Emergency Transportation Authority);
- Caltrans District 4;
- Port of Oakland;
- MTC; and
- Other stakeholders.

These committees will identify a prioritized list of projects and programs for implementation. The list of projects and programs will be designed to reduce congestion, increase connectivity, expand transportation choices, meet regional GHG emission reduction targets, and develop a TEP that can be approved by a two-thirds majority of Alameda County voters. This scope of services does not include environmental review of the CWTP/TEP.

### **Services Requested**

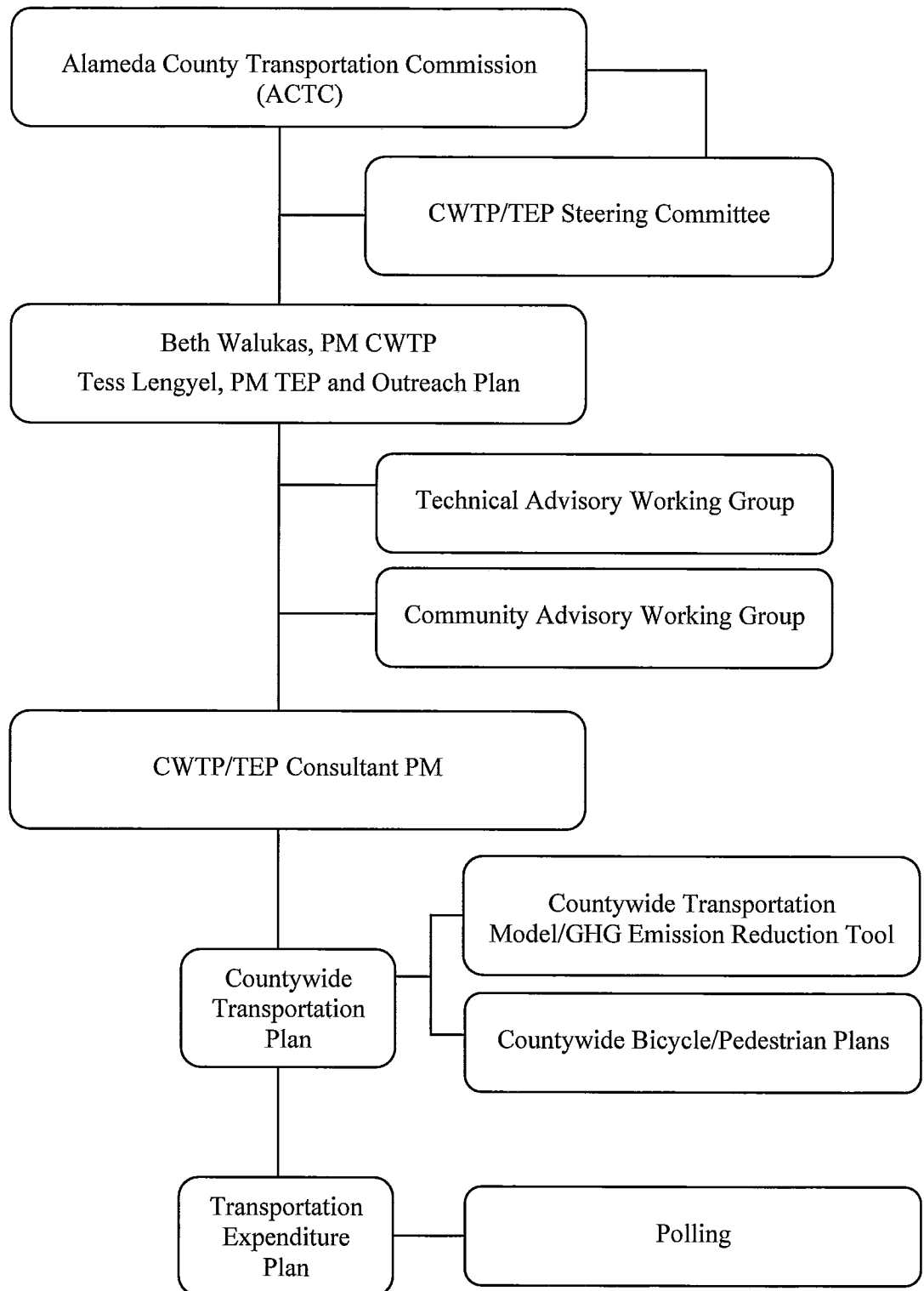
The consultant will provide professional and technical planning services supporting the update and adoption of Alameda County's CWTP and the development of a new TEP for Alameda County's half-cent transportation sales tax measure. The consultant will be required to work with the newly created Alameda County Transportation Commission ("Alameda CTC"), ACCMA/ACTIA staff, the Steering Committee, the Advisory Working Groups and the general public. The following consulting services are required under this contract:

- Project Management;
- Stakeholder and community outreach and coordination;
- Multi-modal transportation analysis – including vehicle, transit, bicycle, pedestrian, goods movement and parking management;
- Transportation policy development;
- Development of cost estimating guides, evaluation tools and performance measures;
- Grant writing support;
- Cost estimation;
- Knowledge of transportation funding, opportunities and revenue forecasting; and
- Preparation of the CWTP/TEP.

To the highest degree possible, the consultant will tightly coordinate the CWTP/TEP with other relevant planning efforts and agencies, including, but not limited to, the Bay Area Sustainable Communities Strategy (SCS), regional transit planning efforts and the Countywide Bicycle and Pedestrian Plans updates. Modeling expertise and the ability to interpret model outputs will need to be demonstrated by consultant team; however, the travel demand modeling and forecasting tasks will be performed under a separate contract.

### ***Organizational Chart***

The project will be administered by the Alameda CTC. Beth Walukas will be the overall Project Manager for the CWTP and Tess Lengyel will serve as the Project Manager for the TEP and outreach efforts associated with the CWTP/TEP development, which will be a specific deliverable within the overall project. The organizational chart on the following page outlines the relationships between the consultant team, Alameda CTC and ACCMA/ACTIA staff, and the advisory committees.



## **II. Scope of Work**

### ***Task 1: Outline and Implement Management Approach/Schedule***

#### **Task 1.A: Kick off and Coordination Meetings**

The consultant will meet with ACCMA/ACTIA staff to review the purpose of the project, scope of work, project goals and implementation timeline. ACCMA/ACTIA staff will provide the consultant with all relevant documents including a list of stakeholders. Regular management coordination meetings will be held with ACCMA/ACTIA staff during the course of the project. The consultant will provide minutes outlining action items resulting from the coordination meetings. It is anticipated that these meetings will be monthly, but the number of meetings will be based on need and, therefore, a schedule will be developed during the kick-off meeting.

*Deliverable 1.A.1: Kick-off meeting minutes and detailed next steps within two weeks of meeting, including the establishment of management coordination methods.*

*Deliverable 1.A.2: Action item minutes from coordination meetings.*

#### **Task 1.B: Implementation Approach**

The consultant will develop, recommend and implement a streamlined approach and schedule for the CWTP/TEP. The approach will show how the consultant will work with the three established committees (the Alameda CTC Steering Committee, the Technical Advisory Working Group and the Community Advisory Working Group) and ACCMA/ACTIA staff to most effectively and efficiently develop the CWTP/TEP. A draft schedule for the CWTP/TEP and stakeholder involvement is included as Exhibit 1. The consultant also will need to work with other agencies/consultants to coordinate relevant planning activities with the CWTP/TEP. Throughout the project, the approach will be evaluated for effectiveness and modified, as needed.

*Deliverable 1.B.1: Technical Memorandum recommending a streamlined approach and a detailed implementation schedule within two weeks of the kick-off meeting.*

### ***Task 2: Develop Vision/Guiding Goals***

The consultant, in conjunction with Alameda CTC, the Steering Committee and Working Groups, will build on the Steering Committee's preliminary visioning work to develop a realistic countywide transportation vision with practicable and achievable goals to guide the implementation of the plans. The vision and goals should consider:

- Evolving regulatory framework, including SB 375, which mandates a reduction in GHG emissions;
- Guiding principles for transportation and land use decisions as stated in the RTP (e.g. the RTP Three E's – Economy, Environment and Equity);
- Cost effectiveness;
- System performance;
- Congestion management;

- Connectivity;
- Environmental factors such as reduction of vehicle miles travelled (VMT);
- Safety enhancements;
- Financial viability;
- Creation of livable communities that include a range of transportation choices such as transit, bicycling and walking, and that address the needs of all user groups - children, adults, seniors and the disabled, and
- Goods movement.

The vision will guide the development of the projects and programs that will be included in the CWTP/TEP. This task also will guide the development and application of the performance measures for use in the evaluation of CWTP investment packages and the scoring and screening criteria used as part of the project and program evaluation for the TEP.

*Deliverable 2.1: Vision and Goals Statements Technical Memorandum (Draft, Final Draft and Final).*

### ***Task 3: Document Transportation Conditions in Alameda County***

#### **Task 3.A: Document Existing Transportation Conditions**

The consultant team will research, analyze and document the existing transportation conditions in Alameda County, including:

- Existing population and demographics;
- Current travel behavior characteristics and patterns;
- Current state of GHG emissions;
- Transportation networks and systems serving the county;
- Transportation system connectivity;
- Transportation policies guiding transportation system development;
  - Congestion management;
  - Climate change;
  - CEQA revisions; and
  - Transit-oriented Development (TOD) policies.
- Current and projected funding levels for all aspects of the transportation system;
  - Planning
  - Project development
  - Construction
  - Operations and Maintenance
  - On-going program implementation; and
  - Funding shortfalls.

To the extent possible, existing data sources should be used. The existing conditions should include a discussion of each of the following modal areas; the current system performance; connectivity, maintenance and operations for all modes; and any other topics proposed by the consultant and approved by Alameda CTC:

- Regional Highway/Local Street Network;

- Transit System and Service Providers;
- Paratransit Services;
- Bicycle Network/Facilities;
- Pedestrian Facilities;
- Goods Movement;
- Parking Management;
- Transportation System Management/Transportation Demand Management (TSM/TDM); and
- Transit-Oriented Development/Priority Development Area (TOD/PDA).

### **Task 3.B: Document Future Transportation Conditions**

Using an updated ACCMA countywide travel demand model, as discussed in Task 6.0, the consultant will provide a summary of the changing travel behavior characteristics and patterns for the future based on changes in population, demographics and land use. Major transportation investments planned for the county by corridor should be identified and future system performance should be summarized.

*Deliverable 3.1: Existing/Future Transportation Conditions Technical Memorandum (Draft, Final Draft, Final)*

### **Task 4: Transportation Issues and Strategies for Investments**

Based on the data and findings from Task 3.0, the consultant will prepare a Technical Memorandum that describes transportation issues (e.g., sustainability, congestion, the transportation/land use connection and funding) and identifies how they relate to each of the modal areas or elements shown below. The Technical Memorandum will summarize the opportunities and constraints for addressing the issues, and will lay out strategies for transportation investments relating to sustainability and each of the modal areas. Technical, social, political, financial, environmental, economic and equity factors should be considered and discussed for each of the elements. In addition, opportunities for leveraging the benefits of any investment (i.e. projects or programs leveraging one another to provide congestion relief, reduce GHG emissions, increase connectivity, stimulate behavior change to reduce VMT, or improve efficiencies and cost effectiveness) should be identified and documented for evaluation in later tasks.

Beginning with sustainability, the following topics under each of the modal and issue areas are provided to indicate the range of issues and strategies that should be considered.

#### **Sustainability Issues**

Climate change, demographic shifts, the need for livable communities and the constraints imposed by limited public resources should set the framework for the ensuing modal discussions. Sustainability needs to be weighed against congestion management requirements, transportation efficiency improvements, general funding shortfalls, and opportunities for legislative and policy advocacy. The following topics should be included:

- Climate change – This discussion should address how the CWTP can support reductions in GHG emissions and VMT. Programs that address expanding

transportation choices and developing policies that could result in reduced GHG and VMT, improved access, and increased use of non-single occupant vehicle use, such as congestion pricing and TDM/TSM strategies, should be considered.

- Integration of transportation and land use investments – This discussion should address the role of transportation investments in helping to establish land use patterns that are efficiently and effectively served by transportation networks and that help to promote economic development, improve accessibility, and reduce GHG emission and VMT. Methods for integrating transportation and land use in a financially viable way, such as building on existing TOD and PDA areas should be discussed, as should ways to streamline the process to facilitate the development that supports alternative modes of travel.
- Impact of CEQA evaluation process on promoting auto use and TOD/PDA development – Transportation analysis for the CEQA process has been focused on the impacts to the street and highway network. This approach has created the unintended consequence of placing primary emphasis on the accommodation of autos to the detriment of other modes, especially pedestrians and bicyclists. The implementation of countywide guidelines for multi-modal impact analysis should be discussed. In addition, recently adopted Bay Area Air Quality Management District CEQA Guideline changes potentially could affect the ability to streamline TOD/PDA development along transit corridors and centers.
- Corridor level investment strategies – The impact of shifting the debate over transportation investments in a given corridor from an isolated discussion by mode to one that looks at the overall need to move people and goods rather than vehicles should be incorporated.

#### **Regional Highway/Local Street Network Connectivity, Maintenance and Operations**

Investments in the regional highway and local street network should address maintaining past transportation improvements, improving system efficiency, safety and connectivity, closing gaps, and managing transportation demand. The discussion of the highway and street network should address the following topics and how such investments will enhance the overall operation of the network:

- High Occupancy Vehicle (HOV), High Occupancy Toll (HOT) and Toll lanes;
- Intelligent Transportation Systems;
- Highway, local and county streets and roads needs, including closing gaps and providing connections such SR 84 between I-580 and I-680 and SR 84 between I-680 and I-880 and ; and
- Congestion pricing strategies.

#### **Transit System and Service Providers' Connectivity, Maintenance and Operations**

At the same time that transit is being promoted as the lynchpin in making the transportation/land use connection, transit revenues are declining, there is increased competition for funding, and services are being reduced. The transit discussion should address transit sustainability and investments within this context and outline the approach to creating a seamless and efficient transit network that serves Alameda County and



provides connectivity to systems outside the county. The discussion should include topics such as:

- Transit System Connectivity and geographical coverage, including addressing transit service and operations needs in urban versus suburban communities;
- Gap Closures in the transit network, including the rail network outlined in the Regional Rail Plan and ferry services;
- Transit Sustainability in coordination with MTC's Regional Transit Sustainability Study;
- Transit Route and service restructuring and transit agency coordination to more efficiently deliver transit service;
- Transit Reliability and other performance measures;
- Transit Support facilities such as park-and-ride, and bicycle and pedestrian access to transit;
- Service enhancements through new technologies, including improved bus designs and traveler information systems;
- Physical improvements to facilitate transit service, such as Bus Rapid Transit or Rapid Bus, queue jump lanes and signal pre-emptions;
- Administrative tools for enhancing transit ridership, including EcoPass, group transit passes and travel training; and
- On-going operations, maintenance and capital funding needs for all Alameda County transit operators.

### **Paratransit Services**

The demand for paratransit services will be significantly influenced by changing demographics during the course of implementing the CWTP/TEP. As the general population ages, the demand for paratransit services will be greater and will strain public resources. Potential strategies for dealing with the growing demand, including the changing transportation service needs of seniors and disabled as they age, will need to be addressed. On-going operations, maintenance and capital funding needs for Alameda County paratransit services must be addressed.

### **Bicycle and Pedestrian**

The Countywide Bicycle and Pedestrian Plans that are being developed under independent contracts will need to be incorporated into the CWTP/TEP as part of this scope of work. Consistency in the definition, costing and evaluation of projects and programs will be critical to integrating the Bicycle and Pedestrian plans into the CWTP/TEP. On-going operations, maintenance and capital funding needs for Alameda County bicycle and pedestrian facilities and programs must be addressed.

### **Goods Movement**

This element will address goods movement issues related to trucking, rail, air cargo and marine transportation in Alameda County and the relationship of the Port of Oakland to

domestic and foreign trade markets. While the planning for goods movement has been limited in Alameda County by the lack of comprehensive data and modeling tools, issues such as noise, air quality, hours of operation, truck routes and pavement wear as it relates to freight movement must be addressed. Maintaining accessibility to the Port and to the interior trade routes is critical to the County's economy. Key goods movement corridors and the location of major freight generators and trading partners and key commodities and trade flows for the Port of Oakland should be addressed. The goods movement discussion should address, but not be limited to, the following issues, policies and improvements:

- Air cargo – Address land side access constraints and improve cross bay connections;
- Rail – Address intermodal facility improvements, potential subsidies for short-haul intermodal rail services, consideration of a California Inter-Regional Intermodal System (CIRIS) pilot project, grade crossing safety improvements and separations;
- Trucking
  - Zoning and commercial vehicle permit system;
  - Establish truck parking locations and guidelines;
  - Infrastructure improvements, including: gap closures, design deficiency corrections, capacity improvements, access to arterials, truck climbing lanes and tolled truck-only lanes;
  - Countywide truck route system, including the impact of the current truck ban on I-580, and standards with identified distribution facilities;
  - EPA Smartway program focused on reduction of fuel use; and
  - Operational improvements focused on electronic credentialing and appointment systems for trucks.
- Marine – Improvements to local access and informational systems.

The following three elements focus on policies, guidelines and tools to foster increased application of these elements throughout Alameda County.

### **Parking Management**

The supply of parking and the management and pricing of it has a great influence on the use of private automobiles and the ability to make TODs successful. This element should build on existing tools that can be applied within local jurisdictions in Alameda County to better manage curb parking, operate off-street parking facilities and set parking requirements for new developments. The parking discussion should include, but not be limited to, the following issues and potential policies and improvements for the various types of parking needs, including residential, downtown and business districts.

- Parking policies supporting TODs, e.g. parking in-lieu fees;
- Model Parking Ordinance that addresses opportunities for reduction in parking standards and parking supply management through pricing and other policies;
- Parking Pricing Strategies; and
- Parking Financing Districts to provide shared parking facilities rather than required parking for individual uses.

A key outcome of this effort is to develop Countywide Parking Management Guidelines, including model parking management ordinances that local jurisdictions can use to maximize the value of parking investments as they increasingly manage their parking resources to more effectively match their growth, and recommendations for ways local jurisdictions can incorporate the Guidelines into their general planning processes. Model ordinances will reflect a variety of parking needs throughout Alameda County.

The ACCMA has submitted an Innovative Grant Letter of Interest to MTC requesting funds to implement pilot parking management programs in the County to evaluate the effects of parking management strategies in various settings. Should the ACCMA be successful in obtaining a grant, the pilot project may be coordinated with the update of the CWTP/TEP, but at this time is intended to be done under separate contract. The Letter of Interest is found in Exhibit 2.

#### **Transit-Oriented Development/Priority Development Areas (TOD/PDA)**

This element will identify transportation improvements that will provide a wider range of transportation options available at the potential and planned PDAs located in Alameda County. This element also will encourage developing TODs/PDAs that create an improved sense of place, quality of life, safety and security, and will act as a catalyst to generate local economic development opportunities, particularly within disadvantaged communities. A key outcome will be to develop Countywide TOD/PDA Design Guidelines and recommendations for ways local jurisdictions can incorporate the Guidelines into their general planning processes.

#### **Transportation System Management/Transportation Demand Management (TSM/TDM)**

This element will recommend TSM/TDM projects and programs from a local, countywide and regional perspective aimed at reducing GHG emissions and congestion. This element will focus on maximizing the use of alternatives to the single-occupant auto. This effort will build upon the CMA's existing Countywide Guaranteed Ride Home Program and other TSM/TDM programs being implemented in the region and in each jurisdiction and make suggestions for new ones.

*Deliverable 4.1: Technical Memorandum on Transportation Issues and Strategies for Transportation Investments (Draft, Final Draft, Final)*

#### ***Task 5: Proposed Projects and Programs***

##### **Task 5.A: Identification of Projects and Programs for CWTP/TEP**

Based on the information developed in previous tasks, coordination with the Steering Committee, Technical and Community Advisory Working Groups and outreach to local jurisdictions, the consultant will create a list of projects and programs for implementation that focuses on the investment issues, needs and opportunities identified for each of the modal areas. This task will include contacting local jurisdictions, transit operators and Caltrans for descriptions of projects and programs that already have been developed or are being developed. In addition, a call for projects and programs will be issued so that jurisdictions may submit their own projects/programs for evaluation. The consultant team also may supplement the list by proposing additional investments based on their earlier

findings and conclusions. All projects and programs submitted will establish costs using a consistent format through project and program submission forms and a cost estimation guide (as described in Task 6).

*Deliverable 5.A.1: Development of a call for projects, including directions, standardized project and program forms, a timeline and an evaluation process*

*Deliverable 5.A.2: Technical Memorandum enumerating the proposed projects and programs and the estimated cost of the improvements (Draft, Final Draft, Final)*

*These tasks will initially be done prior to the first draft of the CWTP and may require revisions for the second draft of the CWTP and first draft of the TEP, dependent upon stakeholder and public feedback.*

## **Task 5.B: Packaging of Transportation Investments**

Improvements should be grouped into short- and long-range investment categories and may be packaged by strategic investment approach identified in Task 4, including corridor investment strategies or modal packages, to evaluate the efficacy of the proposed improvements against performance measures developed in Task 6. This effort includes packaging of projects and programs (including operations and maintenance), and should focus on how investments can leverage one another to advance the vision and goals of the CWTP/TEP.

*Deliverable 5.B.1: Technical Memorandum packaging the proposed projects and programs for evaluation purposes (Draft, Final Draft, Final).*

## **Task 6: Evaluation Tools**

A set of tools described below is required in the identification, evaluation and recommendation of projects and programs for inclusion in the proposed Plans. The consultant is responsible for development of the tools and the evaluation and prioritization of projects and programs for inclusion in the Plans.

### **Task 6.A: Define Model Process, Horizon Years, and Land Use and Network Assumptions**

The goal of this task is to establish agreement on model assumptions, land use and network assumptions, and study horizon years. The Countywide Travel Demand Model will be made available to the consultant. It is currently being updated to Projections 2009 and horizon years 2020 and 2035, and has been improved to better forecast trucks. The current update will be available by September 2010. Details of the current model can be found at <http://www.accma.ca.gov/pages/HomeCongestionMgmt.aspx>. For this effort, the roadway and transit networks should be reviewed and updated to reflect new or modified transportation investments. The updated Countywide Travel Demand Model will be used by the consultant to evaluate projects and programs for inclusion in the CWTP/TEP. This task also will include a summary of baseline existing and future conditions generated from the updated Countywide Travel Demand model.

*Deliverable 6.A.1: Technical Memorandum and Updated Travel Demand Model to be used for evaluation of the projects and programs proposed for inclusion in the CWTP/TEP (Draft, Final Draft, Final)*

*Deliverable 6.A.2.: Summary of existing and future baseline model results (Draft, Final Draft, Final)*

### **Task 6.B: Application of the Greenhouse Gas Emission Reduction Estimator Tool**

The increased focus on assessing transportation impacts related to climate change in the context of AB 32 and SB 375 has required regional and local agencies to develop tools to quantify the climate change impacts of transportation projects and land use decisions. A tool has been added that measures GHG emission changes and coordinates with the countywide travel demand model. The tool will calculate CO<sub>2</sub> levels as a surrogate for GHG emissions, and will estimate concentrations of particulate matter (PM<sub>10</sub>, PM<sub>2.5</sub>) and other transportation related pollutants. Inputs to the model will be consistent with emission rates developed by the California Air Resources Board (CARB) for their Emission FACTors (EMFAC) model. Standard EMFAC pollutant types, at a minimum, will be included in the tool. The consultant will run the travel demand model, and will apply the GHG emission reduction estimator as developed by the independent consultant and in the updated 2009 Alameda Countywide Travel Demand Model.

*Deliverable 6.B.1 – Summary of existing and future baseline model results incorporating GHG emission reduction estimator (Draft, Final Draft, Final)*

### **Task 6.C: Cost Estimation Guides**

The consultant, working in conjunction with the Steering Committee and the Working Groups, will develop a standard cost estimation guide that includes unit costs and other costs factors that can be uniformly applied to all projects and programs that are submitted for inclusion in the CWTP/TEP. The guides will include standard unit costs for project elements, operations and maintenance, and will be developed for different types of programs. The consultant must provide the rationale for each unit or standard costs defined.

The projects and programs proposed for inclusion in the CWTP/TEP will be in various stages of development; the cost estimates will vary depending on the phase of development.

*Deliverable 6.C.1: Technical Memorandum documenting the proposed Cost Estimation Guides for projects and programs. It is anticipated that more than one cost estimation guide will be developed for programs (Draft, Final Draft, Final)*

### **Task 6.D: Performance Measures and Methodology for Prioritizing Improvements**

The consultant, working with ACCMA/ACTIA staff, the Steering Committee and the Working Groups, will develop quantitative and qualitative performance measures that reflect the CWTP/TEP vision and goals and the investment strategies outlined in Task 4. These performance measures will be used to evaluate and prioritize the improvements identified and packaged in Task 5. The performance measures should consider the return on investment (i.e. the impact in changed behavior or conditions resulting from the investment), the political feasibility, implementation schedule, and the fundability and the ability to leverage funds and the benefits of investment. The consultant will give examples of how the performance measures will be applied to the project and program improvements.

The consultant will use the results of the performance evaluation to refine and prioritize

the project and program improvement packages developed in Task 5 to arrive at the “best” combination of transportation investments based on estimated available revenues, including how projects and programs leverage one another.

*Deliverable 6.D.1: Technical Memorandum summarizing the performance measures, evaluation methodology, results of the project/program evaluation, and the prioritized package of improvements recommended for implementation (Draft, Final Draft, Final)*

#### **Task 7: Prepare Draft CWTP**

The consultant shall be responsible for compiling the data, findings and conclusions from the previous tasks into a Draft CWTP. The Draft CWTP will be reviewed by ACCMA/ACTIA staff, the Technical Advisory Working Group, the Community Advisory Working Group, the Alameda CTC Steering Committee, and additional groups, per the adopted outreach plan developed in Task 11. The CWTP must be concisely written, and must effectively use maps, graphics, photos, charts and data to demonstrate the financial and advocacy needs of the recommended projects and programs. The Draft CWTP shall include, but not be limited to, the following discussions:

- Introduction/Purpose
- Transportation Today
- Changing Transportation Demand
- Vision for Future/Transportation Framework
- Issues and Strategies for Transportation Investments
- Performance Measures
- Revenue/Funding Sources and Constraints
- Investment Strategies
  - Short-Term and Long-Term
  - Prioritization
  - Revenue Shortfalls
- Opportunities for Policy and Funding Advocacy
- Transportation Projects and Programs
- Monitoring and Evaluation

*Deliverable 7.1: First and Second Drafts of CWTP, including graphics, tables, figures for review and comment*

#### **Task 8: Final CWTP**

The consultant will develop the Final Draft CWTP to be reviewed by the Alameda CTC. The consultant must make any final changes requested by Alameda CTC and incorporate them into a Final CWTP.

*Deliverable 8.1: Final Draft and Final CWTP. 150 hard copies of Final CWTP in color and one electronic copy of all materials.*

#### **Task 9: Draft Transportation Expenditure Plan**

The Draft TEP will be an outgrowth of the CWTP, and will be developed concurrently with the CWTP after the first draft of the CWTP is produced. This effort will identify a comprehensive list of transportation improvements for Alameda County. The TEP will identify which of the proposed improvements are recommended for inclusion in the 2012

sales tax measure. The Draft TEP will be reviewed by the Steering Committee, the Working Groups, and additional groups, per the adopted outreach plan developed in Task 11.

### **Task 9.A: Strategy for Selecting Projects/Programs from the CWTP for Inclusion in the TEP**

The consultant will be responsible for identifying and summarizing a strategy for determining which projects and programs identified in the CWTP will be recommended for inclusion in the TEP. Baseline, initial project and programs polling, and a final “go/no” poll will be conducted under a separate contract and must be coordinated with this effort as a mechanism for determining projects and programs that will be incorporated into the TEP. The consultant, in conjunction with the Steering Committee and Advisory Groups, will develop a methodology for scoring, screening and prioritizing projects and programs for inclusion in the TEP. The evaluation criteria will reflect the vision, goals and objectives developed in Task 2. The evaluation criteria and prioritization methodology will consider the project and program benefits, magnitude of impacts, the political feasibility and timeframe for implementation, and the likelihood of securing additional outside funding. Information will be culled from project and program application forms as described in Task 5, and additional scoring and screening criteria developed in this task will be applied to the project/program to evaluate for funding from the TEP.

*Deliverable 9.A.1: Technical Memorandum summarizing process and strategy for selecting projects and programs for inclusion in the TEP, including the development of criteria and scoring and screening forms (Draft, Final Draft, Final)*

*Deliverable 9.A.2: Perform Scoring and screening of projects and programs*

### **Task 9.B: Transportation Projects and Programs**

Based on the CWTP, the consultant will develop a list of project and programs, including costs, for inclusion in the TEP. These projects and programs will be based upon sound financial projections and analyses of different sales tax extension scenarios, cost estimations used for projects and programs in the CWTP, feedback from stakeholders and the public, and polling results.

*Deliverable 9.B.1: Technical Memorandum listing the projects and programs recommended for inclusion in the TEP. (Draft, Final Draft, Final)*

### **Task 9.C: Draft Transportation Expenditure Plan**

The consultant will be responsible for compiling a Draft TEP that includes, but is not limited to, the following information:

- History of Alameda County Sales Tax Measures – including accomplishments to date;
- Proposed Administrative Structure for the Sales Tax – coordinated with ACCMA/ACTIA staff;
- Projected Revenue from Sales Tax – coordinated with ACCMA/ACTIA staff and financial consultants;
- Proposed Package of Projects and Programs for the TEP; and

- Guidelines for Administering the TEP – coordinated with ACCMA/ACTIA staff.

The Draft TEP will be reviewed by the Alameda CTC and staff, the Working Groups, the Alameda CTC Steering Committee and additional groups, per the adopted outreach plan developed in Task 11. The projects and programs in the first draft of the TEP may be polled for public reaction. This effort must be coordinated with a separate polling consultant.

*Deliverable 9.C.1: First and Second Drafts of the TEP, including graphics, tables, figures for review and comment.*

#### **Task 10: Final Transportation Expenditure Plan**

The consultant will develop the Final Draft TEP to be reviewed by the Steering Committee, the Working Groups and Alameda CTC and staff, and must incorporate final changes into a Final TEP.

*Deliverable 10.1: Final TEP. 150 copies of Final Expenditure Plan in color and one electronic copy of all materials.*

#### **Task 11: Develop an Outreach Plan**

Stakeholder and public input will be solicited at critical steps in the process. The consultant will be responsible for developing a plan for the outreach effort and identifying key milestones in the process where outreach and solicitation of input will be required. A preliminary schedule has been developed, as shown in Exhibit 1, and should be taken into consideration in the development of the consultant's proposed Outreach Plan. The consultant will evaluate and recommend an approach for additional public outreach, including traditional public meetings, attending existing regularly occurring meetings, new forms of social media, and ways to use the agency website. The recommendation will weigh the anticipated public involvement and interest with the cost of the different outreach options.

Input will be sought from the Alameda CTC, the Steering Committee, the Working Groups, other specialized Advisory Committees and the public. A final approach must be approved by the Alameda CTC, and the consultant will be requested to assist with its implementation. The consultant will be expected to provide the following support services during the CWTP/TEP development process.

#### **ACCMA/ACTIA**

The consultant team will assist ACCMA/ACTIA staff in preparing materials and making presentations to the Alameda CTC. Over the 21-month period, it is anticipated that six Commission presentations will be required.

#### **Technical Advisory Working Group and Alameda CTC Steering Committee**

The consultant and ACCMA/ACTIA staff will run the meetings and facilitate discussion for the TAWG and the Alameda CTC Steering Committee. Members of the consultant team are expected to prepare materials, facilitate meetings, document meeting outcomes, and be available as support as directed by ACCMA/ACTIA staff during the meetings. The consultants may be called on to make presentations. These groups will meet at



regular intervals for the duration of the study to provide input and comment on the consultant products. It is anticipated that over the 21-month process, an estimated total of ten TAWG and ten Steering Committee meetings will be required. These two groups will meet separately.

### **Community Advisory Working Group**

The CAWG will be composed of representatives from geographical areas of the county and will represent various community groups in Alameda County, including, but not limited to, business, labor, environment, seniors and individuals with disabilities. The consultant and ACCMA/ACTIA staff will run the meetings and facilitate discussions with the CAWG. Members of the consultant team are expected to prepare materials, facilitate, document and be available as directed to support ACCMA/ACTIA staff during these meetings and may be called on to make presentations. These groups will meet at regular intervals for the duration of the study to provide input and comment on the consultant products. It is anticipated that over the 21-month process, an estimated ten CAWG meetings will be required.

### **County Regional Workshops**

Up to 24 public workshops will be held in the four geographic areas of the county – north, east, south and central. The consultant team, with assistance from other Alameda CTC consultants, will be responsible for preparing and distributing notices to the public for the meetings and securing the meeting venue. The consultant will facilitate the meetings, and will provide the presentation materials with assistance from ACCMA/ACTIA staff and other consultants. Each workshop will include a full presentation of materials and will be structured to facilitate public input and consensus building through surveys or interactive participation at the meeting.

### **Local Jurisdictions**

The consultant will assist ACCMA/ACTIA staff in preparing for presentations to the 15 Alameda County jurisdictions (14 City Councils and Alameda County Board of Supervisors), BART, AC Transit and LAVTA.

### **Other Outreach**

The consultant will evaluate and recommend an approach for additional public outreach, including traditional public meetings, regularly occurring agency or transportation meetings, new forms of social media, and the agency website. The recommendation will weigh the anticipated public involvement and interest with the cost of the different outreach options. Depending on the final approach, the consultant may be requested to assist ACCMA/ACTIA staff in implementing the outreach.

*Deliverable 11.1: Technical Memorandum outlining outreach approach and key milestones, including a detailed discussion of schedule and approach for working with staff, the three established committees, Alameda CTC and other outreach efforts (Draft, Final Draft and Final).*

*Deliverable 11.2: Agendas, materials and summary notes for Steering Committee, TAWG, CAWG and public workshops.*

Countywide Transportation Plan and Expenditure Plan Preliminary Development Implementation Schedule

Calendar Year 2010

Calendar Year 2010												
Meeting												
FY2010-2011												
2010												
Task	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec
Committee/Public Process												
Steering Committee			Establish Steering Committee	Working meeting to establish roles/responsibilities, community working group	RFP feedback, tech working group	Update on Transportation/Finance issues	Approval of Community working group and steering committee next steps	No Meetings		Feedback from Tech, comen working groups	Establish draft vision for County	No Meetings
Technical Working Group								No Meetings		Roles, resp, schedule, vision discussion/ feedback	Education: Transportation statistics, issues, financials overview	No Meetings
Community Working Group								No Meetings		Roles, resp, schedule, vision discussion/ feedback	Education: Transportation statistics, issues, financials overview	No Meetings
Public Workshops								No Meetings				No Meetings
Agency Public Education and Outreach	Information about upcoming CWTP Update and reauthorization											
Technical Work												
Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level						Board authorization for release of RFPs	Pre-bid meetings	Proposals reviewed	ALFALC approves shortlist and interview; Board approves top ranked, auth. to negotiate or NTP	Technical Work		
Polling											Baseline Poll Conducted	

Countywide Transportation Plan and Expenditure Plan Preliminary Development Implementation Schedule

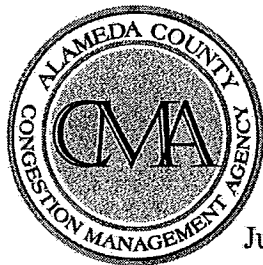
Calendar Year 2011

2011												FY2011-2012		2011	
Task	January	February	March	April	May	June	July	August	Sept	Oct	Nov	Dec			
Committee/Public Process															
Steering Committee	Discuss feedback on key needs from committees		Review and adopt project and program applications, performance measures, scoring and screening criteria			Evaluate first draft CWTP and committee feedback; review initial financial scenarios	Additional financial scenario discussions	No Meetings	1st Draft Transportation Expenditure Plan (TEP), 2nd Draft CWTP			No Meetings			
Technical Working Group	Identify key needs		Review project and program applications, scoring and screening criteria			Evaluate first draft CWTP and review initial financial scenarios	Additional financial scenario discussions	No Meetings	1st Draft Transportation Expenditure Plan (TEP), 2nd Draft CWTP			No Meetings			
Community Working Group	Identify key needs		Review project and program applications, scoring and screening criteria			Evaluate first draft CWTP and review initial financial scenarios	Additional financial scenario discussions	No Meetings	1st Draft Transportation Expenditure Plan (TEP), 2nd Draft CWTP			No Meetings			
Public Workshops	Public Workshops in two areas of County; vision and needs; Central County Transportation Forum	Public Workshops in two areas of County; vision and needs		East County Transportation Forum				No Meetings		2nd round of public workshops in two areas of County; feedback on CWTP, B3; North County Transportation Forum	2nd round of public workshops in two areas of County; feedback on CWTP, B3	No Meetings			
Agency Public Education and Outreach	Ongoing Education and Outreach through November 2012						Ongoing Education and Outreach through November 2012								
Technical Work															
Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level	Feedback on Technical Work, Modified Vision, Preliminary projects lists				First Draft CWTP using Scoring and Screening criteria	Work with feedback on CWTP and financial scenarios	Technical work refinement and development of Expenditure plan, 2nd draft CWTP								
Polling							Polling on possible Expenditure Plan projects & programs								

Countywide Transportation Plan and Expenditure Plan Preliminary Development Implementation Schedule

Calendar Year 2012

2012						FY2011-2012					
Task	January	February	March	April	May	June	July	August	Sept	Oct	November
Committee/Public Process											
Steering Committee	2nd Draft Exp Plan and Final CWTP	Finalize Plans				Adopt Draft Plans	Adopt Final Plans	Expenditure Plan on Ballot			VOTE: November 6, 2012
Technical Working Group	2nd Draft Exp Plan and Final CWTP	Finalize Plans									VOTE: November 6, 2012
Community Working Group	2nd Draft Exp Plan and Final CWTP	Finalize Plans									VOTE: November 6, 2012
Public Workshops			Expenditure Plan City Council/BOS Adoption								VOTE: November 6, 2012
Agency Public Education and Outreach	Ongoing Education and Outreach Through November 2012 on this process and final plans						Ongoing Education and Outreach through November 2012 on this process and final plans				
Technical Work											
Technical Studies/RFP/Work timelines: All this work will be done in relation to SCS work at the regional level	Finalize Plans										
Polling					Go/No Go Poll for Expenditure Plan						



# ALAMEDA COUNTY CONGESTION MANAGEMENT AGENCY

1333 BROADWAY, SUITE 220 • OAKLAND, CA 94612 • PHONE: (510) 836-2560 • FAX: (510) 836-2185  
E-MAIL: [mail@accma.ca.gov](mailto:mail@accma.ca.gov) • WEB SITE: [accma.ca.gov](http://accma.ca.gov)

June 1, 2010

**AG Transit**  
Director  
Greg Harper

**Alameda County**  
Supervisors  
Nate Miley  
Scott Haggerty

**City of Alameda**  
Mayor  
Beverly Johnson  
Vice Chair

**City of Albany**  
Vice Mayor  
Farid Javandel

**BART**  
Director  
Thomas Blaisock

**City of Berkeley**  
Councilmember  
Kris Worthington

**City of Dublin**  
Mayor  
Tim Sbrantj

**City of Emeryville**  
Mayor  
Ruth Alkin

**City of Fremont**  
Vice Mayor  
Robert Wiecekowsk

**City of Hayward**  
Councilmember  
Olden Henson

**City of Livermore**  
Mayor  
Marshall Kamena

**City of Newark**  
Councilmember  
Luis Freitas

**City of Oakland**  
Councilmember  
Larry Reid

**City of Piedmont**  
Councilmember  
John Chiang

**City of Pleasanton**  
Mayor  
Jennifer Hosterman

**City of San Leandro**  
Vice Mayor  
Joyce R. Stroszciek

**City of Union City**  
Mayor  
Mark Green  
Chair

**Executive Director**  
Dennis R. Fay

Ms. Ashley Nguyen  
Project Manager  
MTC

101 Eighth Street  
Oakland, CA 94607  
[anguyen@mtc.ca.gov](mailto:anguyen@mtc.ca.gov)

Re: Letter of Interest for MTC's Climate Initiatives Innovative Grant Program to  
Develop and Implement an *Alameda Countywide Parking Management Pilot Program*

Dear Ms. Nguyen:

I am writing to express our intent to submit an application for a \$3,000,000 Climate Initiatives Innovative Grant Program for the "Alameda Countywide Parking Management Pilot Program." The \$345,000 local match will be from local funds provided by the Alameda County Congestion Management Agency (ACCMA). The Parking Management Pilot Program will inform the Parking Management Plan and Guidelines Element in the Countywide Transportation Plan (CWTP), which includes a Transportation Demand Management (TDM) component, so as to reduce vehicle miles traveled (VMT) and greenhouse gas (GHG) emissions. The ACCMA and ACTIA plan to issue an RFP for the Parking Management Plan Element as part of the CWTP in late June 2010. The CWTP will be completed in 2012 in time for MTC to consider incorporating the elements into the 2013 RTP update. The Parking Management Plan Element represents the first time that the ACCMA will address parking in such an extensive way as part of the CWTP. The Parking Management Pilot Program will help ensure that this controversial topic is better received. The goal of the pilot program is to work collaboratively with key local stakeholders to develop and implement appropriate levels of parking management throughout the County.

### ***Project Description – Creating a Grassroots Movement***

The Bay Area is in need of tools, strategies and local success stories to educate and convince key stakeholders about the benefits of parking management. A fundamental disconnect exists at the local level about parking management benefits causing parking to be underpriced as a public asset.

The purpose of the Alameda Countywide Parking Management Pilot Program is to begin to address these barriers to parking management, including pricing, in Alameda County. ACCMA, ACTIA and the consultant team will craft a parking management message, which will be based on focus group feedback, will present it to key stakeholders in the four preliminary pilot program locations – Oakland (established urban area), Union City (low-density urban neighborhood), San Leandro (established suburban area) and Livermore (shifting downtown area) – and will develop and implement parking

management strategies at the pilot program sites. The goal is to create interest in parking management/pricing at the grassroots level and then to implement parking management in the four selected local areas to show the benefits and lessons learned of using parking management strategies in Alameda County.

This parking pilot program is innovative in that it represents a different way to engage the private sector and local communities on parking using a grassroots approach and a wide variety of tools from social media to advertisements. The project also will engage a broad range of communities from suburban to urban as identified in the recent Focus Assessment of Priority Development Areas being conducted by ABAG in preparation for the development of the Sustainable Communities Strategy.

### ***Work Scope and Schedule – Meeting Regional Targets***

The key components and schedule of this effort are as follows:

- Convene a ***task force*** of key stakeholders; Define the expectations and the potential parking management strategies of the selected demonstration projects in Oakland, Union City, San Leandro and Livermore for managing curb parking, operating off-street parking facilities and setting parking requirements for new developments (October 2010);
- Define parking management ***issues, benefits and best practices*** for neighborhood commercial areas, PDAs and TODs that represent the county with suburban and urban examples; Define focus groups and the information needed from them (December 2010);
- Seek input from ***focus groups*** that represent businesses, community-based organizations, residents and other key stakeholders from the four pilot program areas to craft a parking management message and talking points to help “sell” parking management to key stakeholders (January 2011);
- Develop a parking management ***toolbox with message and talking points***; which will include customized presentations, promotional pieces such as flyers and memorable advertisements, video clips, Facebook and a web site. This toolbox will help build consensus on how parking management can promote businesses and an enhanced quality of life for local residents (March 2011);
- ***Deliver the toolbox*** to business associations, neighborhood groups, chambers of commerce, environmental groups, community-based organizations and elected officials in the four selected demonstration project areas (March - June 2011);
- ***Implement the pilot programs*** in the four preliminary pilot program locations using specific tools and strategies identified in the focus groups, toolbox and the draft Countywide Parking Management Plan and Guidelines Element, the draft TDM/TSM Element and the draft TOD/PDA Plan Element as they will have been developed in parallel to this grant effort as part of the 2012 CWTP update (June 2011 to June 2012);
- ***Evaluate the GHG emission reductions*** from the pilot program efforts both qualitatively and quantitatively based on best practices and regionally-acceptable methods (July 2012);
- ***Evaluate the findings and make recommendations*** for implementing parking management strategies, including pricing, in various settings; Share recommendations with the task force and key stakeholders (September 2012); and
- ***Incorporate findings*** of the toolbox and the pilot demonstration projects into a revised draft Countywide Parking Management Plan and Guidelines Element, TSM/TDM Plan Element and TOD/PDA Plan Element (September 2012).

To complete the Countywide Parking Management Pilot Program, a consultant team will be sought that specializes in:

- Implementing parking management and transportation demand management strategies;
- Managing multi-year projects;
- Making complex policy issues understandable and accessible to key stakeholders;
- Developing political and communications strategies;
- Developing consensus with stakeholders; and
- Organizing grassroots efforts and outreach.

***GHG Emission Reductions and Co-Benefits – Reducing Climate Impacts***

The primary purpose of implementing parking management strategies throughout Alameda County is to reduce VMT, which in turn will reduce GHG emissions. Other co-benefits of reducing VMT and of implementing parking management strategies are as follows:

- ***Higher parking turnover*** for better business access;
- ***Allows for more dense developments*** that are more conducive to walking, bicycling and transit; and
- ***Reduces traffic*** in commercial areas – instead of circling for curb parking, drivers either are more apt to find available curb parking or will travel directly to cheaper parking structures.

***Bay Area Knowledge – Leading the Pack***

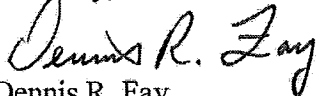
The Alameda County Parking Management Pilot Program builds on MTC's parking efforts, specifically MTC's *Toolbox/Handbook: Reforming Parking Policies to Support Smart Growth* (2007). The Pilot Program will develop a tested parking toolbox, which then could be used for MTC's Parking Technical Assistance Program – Smart TAP at the "Parking fundamentals forums" and at the "Advanced planning labs." This Parking Pilot Program will help MTC create a regional strategic vision or framework on parking management, and could become part of a regional comprehensive GHG emission plan.

***Replication – Creating Regional Buy-in***

Once the parking toolbox is created, local jurisdictions, business associations and neighborhood groups throughout Alameda County and beyond can use it to help justify the need to better manage parking assets. The pilot program will show how areas within Alameda County can successfully manage parking. Local examples are essential to persuade communities to change parking requirements.

We appreciate your consideration of our proposal. ACTIA and the ACCMA, which will soon be merged and called Alameda County Transportation Commission, are working collaboratively on this effort. Should you have any questions about this letter of interest, please contact Beth Walukas, Manager of Planning at 510/350-2326 or [bwalukas@accma.ca.gov](mailto:bwalukas@accma.ca.gov).

Sincerely,



Dennis R. Fay  
Executive Director

cc: Beth Walukas, ACCMA Manager of Planning  
Tess Lengyel, ACTIA Manager of Programs and Public Affairs  
Gail Payne, ACCMA Senior Transportation Planner  
File: CWTP/Parking Management

***ATTACHMENT B***  
***Sample Professional Services Contract***



***ATTACHMENT C***  
***Required Forms***

## UDBE INFORMATION FORM – PRIME CONSULTANT / SUBCONSULTANTS

### UDBE Commitment (Consultant Contracts)

See Instruction Below:

LOCAL AGENCY: \_\_\_\_\_ LOCATION: \_\_\_\_\_

PROJECT DESCRIPTION: \_\_\_\_\_

PROPOSAL DATE: \_\_\_\_\_

PROPOSER'S NAME: \_\_\_\_\_

CONTRACT UDBE GOAL (%): \_\_\_\_\_

WORK ITEM NO.	DESCRIPTION OR SERVICES TO BE SUBCONTRACTED (or contracted if the proposer is a UDBE)	UDBE CERT NO. AND EXPIRATION DATE	NAME OF EACH UDBE (Must be certified at the time proposals are due - include UDBE address and phone number)	PERCENT PARTICIPATION OF EACH UDBE

#### For Local Agency to Complete:

Local Agency Proposal Number: \_\_\_\_\_

Federal-Aid Project Number: \_\_\_\_\_

Federal Share: \_\_\_\_\_

Proposal Date: \_\_\_\_\_

Local Agency certifies that the UDBE certifications have been verified and all information is complete and accurate/unless noted otherwise.

\_\_\_\_\_  
Print Name  
Local Agency Representative

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

(Area Code) Telephone Number: \_\_\_\_\_

Total Claimed UDBE  
Commitment

\_\_\_\_\_  
%

\_\_\_\_\_  
Signature of Proposer

\_\_\_\_\_  
Date

\_\_\_\_\_  
(Area Code) Tel. No.

\_\_\_\_\_  
Person to Contact

\_\_\_\_\_  
(Please Type or Print)

Local Agency Proposer UDBE Commitment (Consultant Contracts)  
(Rev 6/27/09)

**Instructions:**

**PLEASE NOTE: It is the proposer's responsibility to verify that the UDBE(s) falls into one of the following groups in order to count towards the UDBE contract goal: 1) African Americans; 2) Asian-Pacific Americans; 3) Native Americans; 4) Women. This information must be submitted with your proposal. Failure to submit the required UDBE commitment will be grounds for finding the proposal nonresponsive.**

A "UDBE" is a firm meeting the definition of a DBE as specified in 49 CFR and is one of the following groups: African Americans, Native Americans, Asian-Pacific Americans, or Women.

The form requires specific information regarding the consultant contract: Local Agency, Location, Project Description, Proposal Date, Proposer's Name, and Contract UDBE Goal.

The form has a column for the Work Item Number and Description or Services to be subcontracted to UDBEs (or performed if the proposer is a UDBE). The UDBE prime contractors shall indicate all work to be performed by UDBEs including work to be performed by its own forces, if a UDBE. The UDBE shall provide a certification number to the Consultant and notify the Consultant in writing with the date of decertification if their status should change during the course of the contract. Enter UDBE prime consultant and subconsultant certification numbers. The form has a column for the Names of certified UDBEs to perform the work (must be certified on the date proposals are due and include UDBE address and phone number).

There is a column for the percent participation of each UDBE. Enter the Total Claimed UDBE Participation percentage of items of work submitted with proposal pursuant to the Special Provisions. (If 100% of item is not to be performed or furnished by the UDBE, describe exact portion of time to be performed or furnished by the UDBE.) **Note:** If the proposer has not met the contract goal, the ACCMA shall evaluate the proposer's good faith efforts to meet the goal in order to be considered for award of the contract.

The UDBE Information form must be signed and dated by the consultant submitting the proposal. Also list a phone number in the space provided and print the name of the person to contact.

ALAMEDA COUNTY CONGESTION MANAGEMENT AGENCY  
PROPOSER/DISADVANTAGED BUSINESS ENTERPRISE  
(DBE GOOD FAITH EFFORT INFORMATION)

Submittal of only the Proposer DBE Information form may not provide sufficient documentation to demonstrate that an adequate good faith effort was made. Proposers who claim goal attainment should always be prepared to submit all documentation for making a "good faith effort" upon request. This will protect the proposer's eligibility for award should the CMA, in its review, find that the goal was not met. Some examples of failing to meet the goals are: 1) DBE subcontractor was not certified by Caltrans or a participating agency, which has a reciprocal agreement with Caltrans, by the proposal due date or 2) proposer made a mathematical error resulting in failure to meet the goal.

Proposers shall submit the requested information below when applying for a determination of a good faith effort when DBE contract goals are not attained or when only partial goal(s) have been attained. Use additional sheets where necessary.

**1. ADVERTISEMENT DOCUMENTATION**

List names and dates of each general circulation newspaper, trade paper and minority focused paper or other publication in which a request for DBE participation was placed. Attach a copy of the advertisements or proofs of publication.

Publication Name	Publication Date(s)

(THE PROPOSER'S EXECUTION  
ON THE SIGNATURE PORTION OF  
THIS PROPOSAL SHALL ALSO  
CONSTITUTE AN ENDORSEMENT  
AND EXECUTION OF THOSE  
CERTIFICATIONS WHICH ARE A  
PART OF THIS PROPOSAL)

**EQUAL EMPLOYMENT OPPORTUNITY CERTIFICATION**

The  
consultant \_\_\_\_\_,  
proposed subconsultant \_\_\_\_\_,  
hereby certifies that he has \_\_\_\_\_, has not \_\_\_\_\_, participated in a previous contract or  
subcontract subject to the equal opportunity clauses, as required by Executive Orders  
10925, 11114, or 11246, and that, where required, he has filed with the Joint Reporting  
Committee, the Director of the Office of Federal Contract Compliance, a Federal  
Government contracting or administering agency, or the former President's Committee on  
Equal Employment Opportunity, all reports due under the applicable filing requirements.

**Note:** The above certification is required by the Equal Employment Opportunity  
Regulations of the Secretary of Labor (41 CFR 60-1.7(b) (1)), and must be  
submitted by proposers and proposed subconsultant only in connection  
with contracts and subcontracts which are subject to the equal opportunity  
clause. Contracts and subcontracts which are exempt from the equal  
opportunity clause are set forth in 41 CFR 60-1.5. (Generally only  
contracts or subcontracts of \$10,000 or under are exempt.)

Currently, Standard Form 100 (EEO-1) is the only report required by the  
Executive Orders or their implementing regulations.

Proposed prime Consultants and subconsultant who have participated in a  
previous contract or subcontract subject to the Executive Orders and have  
not filed the required reports should note that 41 CFR 60-1.7(b) (1)  
prevents the award of contracts and subcontracts unless such  
CONSULTANT submits a report covering the delinquent period or such  
other period specified by the Federal Highway Administration or by the  
Director, Office of Federal Contract Compliance, U.S. Department of  
Labor.

## **PUBLIC CONTRACT CODE**

### **Public Contract Code Section 10285.1 Statement**

In accordance with Public Contract Code Section 10285.1 (Chapter 376, Stats. 1985), the proposer hereby declares under penalty of perjury under the laws of the State of California that the proposer has \_\_\_\_\_, has not \_\_\_\_\_ been convicted within the preceding three years of any offenses referred to in that section, including any charge of fraud, bribery, collusion, conspiracy, or any other act in violation of any state or Federal antitrust law in connection with the bidding upon, award of, or performance of, any public works contract, as defined in Public Contract Code Section 1101, with any public entity, as defined in Public Contract Code Section 1100, including the Regents of the University of California or the Trustees of the California State University. The term "proposer" is understood to include any partner, member, officer, director, responsible managing officer, or responsible managing employee thereof, as referred to in Section 10285.1.

Note: The proposer must place a check mark after "has" or "has not" in one of the blank spaces provided. The above Statement is part of the Proposal. Signing this Proposal on the signature portion thereof shall also constitute signature of this Statement. Proposers are cautioned that making a false certification may subject the certifier to criminal prosecution.

---

### **Public Contract Code Section 10162 Questionnaire**

In accordance with Public Contract Code Section 10162, the Proposer shall complete, under penalty of perjury, the following questionnaire:

Has the proposer, any officer of the proposer, or any employee of the proposer who has a proprietary interest in the proposer, ever been disqualified, removed, or otherwise prevented from bidding on, or completing a federal, state, or local government project because of a violation of law or a safety regulation?

Yes \_\_\_\_\_ No \_\_\_\_\_

If the answer is yes, explain the circumstances in the following space.

**Public Contract Code 10232 Statement**

**In accordance with Public Contract Code Section 10232, the CONSULTANT, hereby states under penalty of perjury, that no more than one final unappealable finding of contempt of court by a federal court has been issued against the CONSULTANT within the immediately preceding two year period because of the CONSULTANT's failure to comply with an order of a federal court which orders the CONSULTANT to comply with an order of the National Labor Relations Board.**

Note: The above Statement and Questionnaire are part of the Proposal. Signing this Proposal on the signature portion thereof shall also constitute signature of this Statement and Questionnaire. Proposers are cautioned that making a false certification may subject the certifier to criminal prosecution.

**NONCOLLUSION AFFIDAVIT**

(Title 23 United States Code Section 112 and  
Public Contract Code Section 7106)

To the ALAMEDA COUNTY CONGESTION MANAGEMENT AGENCY

**In accordance with Title 23 United States Code Section 112 and Public Contract Code 7106 the proposer declares that the proposal is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation; that the proposal is genuine and not collusive or sham; that the proposer has not directly or indirectly induced or solicited any other proposer to put in a false or sham proposal, and has not directly or indirectly colluded, conspired, connived, or agreed with any proposer or anyone else to put in a sham proposal, or that anyone shall refrain from bidding; that the proposer has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price of the proposer or any other proposer, or to fix any overhead, profit, or cost element of the proposal price, or of that of any other proposer, or to secure any advantage against the public body awarding the contract of anyone interested in the proposed contract; that all statements contained in the proposal are true; and, further, that the proposer has not, directly or indirectly, submitted his or her proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any corporation, partnership, company association, organization, proposal depository, or to any member or agent thereof to effectuate a collusive or sham proposal.**

Note: The above Noncollusion Affidavit is part of the Proposal. Signing this Proposal on the signature portion thereof shall also constitute signature of this Noncollusion Affidavit.

Proposers are cautioned that making a false certification may subject the certifier to criminal prosecution.



## **DEBARMENT AND SUSPENSION CERTIFICATION**

### **TITLE 49, CODE OF FEDERAL REGULATIONS, PART 29**

The proposer, under penalty of perjury, certifies that, except as noted below, he/she or any other person associated therewith in the capacity of owner, partner, director, officer, manager:

is not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any Federal agency; has not been suspended, debarred, voluntarily excluded or determined ineligible by any Federal agency within the past 3 years; does not have a proposed debarment pending; and has not been indicted, convicted, or had a civil judgment rendered against it by a court of competent jurisdiction in any matter involving fraud or official misconduct within the past 3 years.

If there are any exceptions to this certification, insert the exceptions in the following space.

Exceptions will not necessarily result in denial of award, but will be considered in determining proposer responsibility. For any exception noted above, indicate below to whom it applies, initiating agency, and dates of action.

Note:	Providing false information may result in criminal prosecution or administrative sanctions. The above certification is part of the Proposal. Signing this Proposal on the signature portion thereof shall also constitute signature of this Certification.
-------	--

## **NONLOBBYING CERTIFICATION**

### **FOR FEDERAL-AID CONTRACTS**

The prospective participant certifies, by signing and submitting this proposal, to the best of his or her knowledge and belief, that:

- (1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any Federal agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any Federal agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, Title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

The prospective participant also agrees by submitting his or her proposal that he or she shall require that the language of this certification be included in all lower tier subcontracts, which exceed \$100,000 and that all such subrecipients shall certify and disclose accordingly.

## DISCLOSURE OF LOBBYING ACTIVITIES

COMPLETE THIS FORM TO DISCLOSE LOBBYING ACTIVITIES PURSUANT TO 31 U.S.C. 1352

**1. Type of Federal Action:**

☐

- a. contract
- b. grant
- c. cooperative agreement
- d. loan
- e. loan guarantee
- f. loan insurance

**2. Status of Federal Action:**

☐

- a. bid/offer/application
- b. initial award
- c. post-award

**3. Report Type:**

☐

- a. initial
- b. material change

**For Material Change Only:**

year \_\_\_\_\_ quarter \_\_\_\_\_  
date of last report \_\_\_\_\_

**4. Name and Address of Reporting Entity**

☐

Prime

☐

Subawardee

Tier \_\_\_\_\_, if known

**5. If Reporting Entity in No. 4 is Subawardee, Enter Name and Address of Prime:**

Congressional District, if known

**6. Federal Department/Agency:**

Congressional District, if known

**7. Federal Program Name/Description:**

**8. Federal Action Number, if known:**

CFDA Number, if applicable \_\_\_\_\_

**9. Award Amount, if known:**

**10. a. Name and Address of Lobby Entity**  
(If individual, last name, first name, MI)

**b. Individuals Performing Services** (including address if different from No. 10a)  
(last name, first name, MI)

(attach Continuation Sheet(s) if necessary)

**11. Amount of Payment (check all that apply)**

☐

actual

☐

planned

☐

a. retainer

**13. Type of Payment (check all that apply)**

☐

b. one-time fee

☐

c. commission

☐

d. contingent fee

☐

e. deferred

☐

f. other, specify \_\_\_\_\_

**12. Form of Payment (check all that apply):**

☐

a. cash

b. in-kind; specify: nature \_\_\_\_\_

value \_\_\_\_\_

**14. Brief Description of Services Performed or to be performed and Date(s) of Service, including officer(s), employee(s), or member(s) contacted, for Payment Indicated in Item 11:**

(attach Continuation Sheet(s) if necessary)

**15. Continuation Sheet(s) attached:**

Yes

☐

No

☐

**16.** Information requested through this form is authorized by Title 31 U.S.C. Section 1352. This disclosure of lobbying reliance was placed by the tier above when his transaction was made or entered into. This disclosure is required pursuant to 31 U.S.C. 1352. This information will be reported to Congress semiannually and will be available for public inspection. Any person who fails to file the required disclosure shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Telephone No.: \_\_\_\_\_ Date: \_\_\_\_\_

**Federal Use Only:**

Authorized for Local Reproduction  
Standard Form - LLL

Standard Form LLL Rev. 09-12-97

## INSTRUCTIONS FOR COMPLETION OF SF-LLL, DISCLOSURE OF LOBBYING ACTIVITIES

This disclosure form shall be completed by the reporting entity, whether subawardee or prime Federal recipient, at the initiation or receipt of covered Federal action or a material change to previous filing pursuant to title 31 U.S.C. section 1352. The filing of a form is required for such payment or agreement to make payment to lobbying entity for influencing or attempting to influence an officer or employee of any agency, a Member of Congress an officer or employee of Congress or an employee of a Member of Congress in connection with a covered Federal action. Attach a continuation sheet for additional information if the space on the form is inadequate. Complete all items that apply for both the initial filing and material change report. Refer to the implementing guidance published by the Office of Management and Budget for additional information.

1. Identify the type of covered Federal action for which lobbying activity is and/or has been secured to influence, the outcome of a covered Federal action.
2. Identify the status of the covered Federal action.
3. Identify the appropriate classification of this report. If this is a follow-up report caused by a material change to the information previously reported, enter the year and quarter in which the change occurred. Enter the date of the last, previously submitted report by this reporting entity for this covered Federal action.
4. Enter the full name, address, city, state and zip code of the reporting entity. Include Congressional District if known. Check the appropriate classification of the reporting entity that designates if it is or expects to be a prime or subaward recipient. Identify the tier of the subawardee, e.g., the first subawardee of the prime is the first tier. Subawards include but are not limited to subcontracts, subgrants and contract awards under grants.
5. If the organization filing the report in Item 4 checks "Subawardee" then enter the full name, address, city, state and zip code of the prime Federal recipient. Include Congressional District, if known.
6. Enter the name of the Federal agency making the award or loan commitment. Include at least one organization level below agency name, if known. For example, Department of Transportation, United States Coast Guard.
7. Enter the Federal program name or description for the covered Federal action (item 1). If known, enter the full Catalog of Federal Domestic Assistance (CFDA) number for grants, cooperative agreements, loans and loan commitments.
8. Enter the most appropriate Federal identifying number available for the Federal action identification in item 1 (e.g., Request for Proposal (RFP) number, Invitation for Bid (IFB) number, grant announcement number, the contract grant, or loan award number, the application/proposal control number assigned by the Federal agency). Include prefixes, e.g., "RFP-DE-90-001."
9. For a covered Federal action where there has been an award or loan commitment by the Federal agency, enter the Federal amount of the award/loan commitments for the prime entity identified in item 4 or 5.
10. (a) Enter the full name, address, city, state and zip code of the lobbying entity engaged by the reporting entity identified in item 4 to influenced the covered Federal action.  
(b) Enter the full names of the individual(s) performing services and include full address if different from 10 (a). Enter Last Name, First Name and Middle Initial (MI).
11. Enter the amount of compensation paid or reasonably expected to be paid by the reporting entity (item 4) to the lobbying entity (item 10). Indicate whether the payment has been made (actual) or will be made (planned). Check all boxes that apply. If this is a material change report, enter the cumulative amount of payment made or planned to be made.
12. Check the appropriate box(es). Check all boxes that apply. If payment is made through an in-kind contribution, specify the nature and value of the in-kind payment.
13. Check the appropriate box(es). Check all boxes that apply. If other, specify nature.
14. Provide a specific and detailed description of the services that the lobbyist has performed or will be expected to perform and the date(s) of any services rendered. Include all preparatory and related activity not just time spent in actual contact with Federal officials. Identify the Federal officer(s) or employee(s) contacted or the officer(s) employee(s) or Member(s) of Congress that were contacted.
15. Check whether or not a continuation sheet(s) is attached.
16. The certifying official shall sign and date the form, print his/her name title and telephone number.

Public reporting burden for this collection of information is estimated to average 30 minutes per response, including time for reviewing instruction, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding the burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Office of Management and Budget, Paperwork Reduction Project (0348-0046), Washington, D.C. 20503.

SF-LLL-Instructions Rev. 06-04-90

### LEVINE ACT STATEMENT

Neither [ ] (name of CONSULTANT), nor any agent representing [ ] (name of CONSULTANT) has made a political contribution of more than \$250 to any Alameda County Congestion Management Agency, Alameda County Transportation Improvement Authority and/or Alameda CTC member in the twelve month period preceding [ ] (of proposal deadline, contract signing, or similar)].

[ ] (Company name)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## SIGNATURE PAGE

By my signature on this proposal I certify, under penalty of perjury under the laws of the State of California, that the foregoing questionnaire and statements of the Public Contract Code Sections 10162, 10232 and 10285.1 are true and correct and that the proposer has complied with the requirements of Section 8103 of the Fair Employment and Housing Commission Regulations (Chapter 5, Title 2 of the California Administrative Code.) By my signature on this proposal I further certify, under penalty of perjury under the laws of the State of California and the United States of America, that the Noncollusion Affidavit required under Title 23 United States Code, Section 112 and Public Contract Code Section 7106; and the Title 49 Code of Federal Regulations, Part 29 Debarment and Suspension Certification are true and correct.

Date: \_\_\_\_\_

Sign



Here

\_\_\_\_\_  
Signature and Title of Consultant

Business Address \_\_\_\_\_

Place of Business \_\_\_\_\_

Place of Residence \_\_\_\_\_

## GENERAL INFORMATION FORM

*(To be completed by the Consultant and placed at the front of your RFP)*

Legal Name of Firm

Date

Street Address

Telephone Number

City/State/Zip

Firm's Fax Number

List of Certification

ACCMA SBE ☐  
☐

ACCMA LBE ☐

DBE ☐

UDBE ☐

None

Type of Organization

(Corporation, Sole Proprietorship, Partnership, etc.)

Business License (documented)

Taxpayer ID Number (Federal)

Name and Title of Project Manager

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Name, Title, and Phone Number of Person Project Correspondence should be directed to:

### Sub Consultant Information

Firm Name(s)

Address

Contact Name/Phone Number

Email

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List of Certification

DBE ☐

UDBE ☐

None ☐